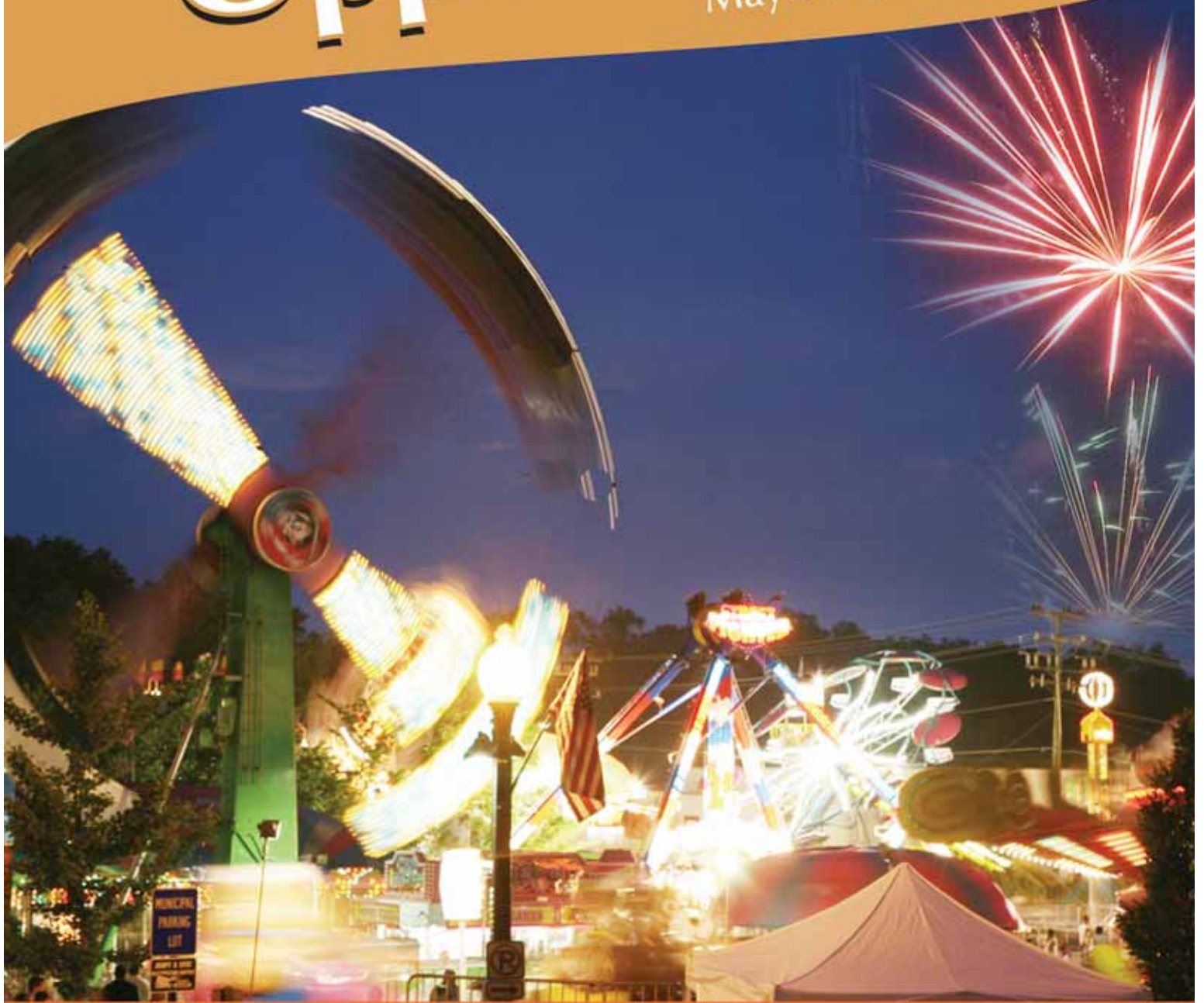




2007 Herndon Festival Sponsorship Opportunities

May 31 - June 3, 2007



www.HerndonFestival.net | Phone 703-435-6800 x2104 | Fax 703-318-8652



Welcome to the 27th Herndon Festival

May 31-June 3, 2007

We invite you to become a part of this celebration of our community and showcase for national, regional, and local performers on 3 stages over 4 days!



Herndon Festival - Commemorating Jamestown 2007

Throughout 2007, America will commemorate an event that changed the world — the settling of Jamestown, Virginia, in 1607. The first permanent English settlement in North America, Jamestown established the culture that would flourish and leave to our nation the legacies of free enterprise, representative government and cultural diversity.

This year the Herndon Festival will feature events and entertainers honoring the many aspects of the Jamestown story. The Festival highlights will focus on this very special anniversary. While celebrating the spirit, imagination, and diversity of America and to showcase Virginia's unique role as the birthplace of modern America.

TOWN OF HERNDON

Steve J. DeBenedittis, Mayor
Dennis D. Husch, Vice Mayor
Connie Haines Hutchinson
David A. Kirby
Harlon Reece
William B. Tirrell, Sr.
Charlie D. Waddell

P.O. Box 427

HERNDON, VIRGINIA 20172-0427

703-435-6805



Steve J. DeBenedittis
Mayor

November 2006

Dear Business Professional:

The Town of Herndon is known throughout the Washington metropolitan region for its small town charm and its strong sense of community. Nowhere are these characteristics more evident than at the Herndon Festival, recognized as one of the premier events for families in Northern Virginia and regularly selected by the *Washington Post* as a "Weekend's Best" event.

The Herndon Festival attracts an estimated 80,000-90,000 people annually to Historic Downtown Herndon during its four-day run. The 2007 festival is scheduled for May 31 through June 3, and plans are already underway to make it the biggest and best yet.

The success and the quality of the Festival is dependant upon the support and sponsorship of the business community. The Festival is the region's largest free community event and we can only maintain this with the continued assistance from organizations like yours.

I invite you and your organization to join us in this outstanding event. The Town of Herndon Parks and Recreation Department produces the Herndon Festival, and our staff will work closely with you to develop sponsorship and advertising opportunities to meet your business needs. There is a wide variety of opportunities for involvement including sponsorship of concerts, entertainment stages, foot races, transportation, printed materials and more. Read on, and we welcome your support.

Sincerely,

Steve DeBenedittis
Mayor

777 Lynn Street, Herndon, Virginia 20170-4602 FAX 703-787-7325
www.herndon-va.gov



Overview

Scheduled for May 31-June 3, 2007 and celebrating its 27th year, the Herndon Festival, is a four-day outdoor festival featuring national-level entertainment, a carnival, fireworks, children's hands-on art area, arts & crafts show, business expo, 10K/5K race and fitness expo, K9-2K and pet expo, complimentary shuttle bus service, and a wide variety of high-quality food vendors. The event attracts an average of 80,000 people each year.

Historic downtown Herndon offers an ideal setting for the Herndon Festival. The streets are lined with arts & crafts vendors, business exhibits, and food vendors. Stages are situated on the two town greens, offering a place to sit and enjoy music. A third stage is placed in one food court area. Children's activities give families a place to enjoy free hands-on art activities, family entertainment, nature tent, model railway, food and more.

MISSION STATEMENT The Herndon Festival provides an opportunity for the Town of Herndon to promote and enhance our community-its quality of life, economic growth, diversity, and spirit-through a celebration with our citizens, businesses, and community organizations, through cultural, entertaining, social, sporting, and business activities.

What's Unique About the Herndon Festival?

IT'S FREE!

The Herndon Festival is one of the few major festivals in the Washington metropolitan area that does not charge admission, making it an affordable outing for just about everyone. We offer national-level entertainment, creative hands-on art activities for children, three stages of entertainment, two spectacular fireworks displays...all free! We even offer a free shuttle bus service to help people get to and from the Festival area.



DYNAMIC MUSICAL ENTERTAINMENT

The Herndon Festival offers a wide variety of music to suit every taste... and bring out some very specific target audiences. Our headline concerts attract between **7,000 and 10,000** people and have featured oldies favorites such as The Drifters and The Coasters; pop stars including Big Bad Voodoo Daddy, 10,000 Maniacs, Great Big Sea, Suzanne Vega, Seven Nations, Carbon Leaf, and The Mamas and the Papas; folk and country greats like Eddie From Ohio, Moxy Fruvous, and The Clark Family Experience; and the best in new up and coming contemporary artists.

AN AWARD WINNER

- 2006 awarded the Best Promotional Effort Award/Electronic Media for the Herndon Festival Website by Virginia Recreation and Parks Society.
- 2005 voted the Best "Festival or Celebration for Families" by the readers of Family Magazine, a regional publication for the Metropolitan Washington Area.
- 2005 awarded the Best "Promotional Effort, Basic Promotional Piece" for the Sponsorship Catalog by Virginia Recreation and Parks Society.

AN EVENT THAT HELPS OTHERS

Although Herndon is very much a part of the high tech Northern Virginia area, it retains a unique small-town character with historic buildings, town greens, brick sidewalks, and quaint shops. And the Festival reflects this small-town feel. Many of Herndon's community and cultural organizations participate in the Festival, using the event as an effective annual fundraiser to support local worthwhile causes. The Council for the Arts of Herndon, Herndon Dulles Chamber of Commerce, Boy Scouts and Girl Scouts, and the Herndon Optimist Club are just a few of the groups that participate annually.



May 31 - June 3, 2007



Festival Sponsors 2006

You'll be joining some of the most prestigious and community-oriented businesses and organizations when you become a festival sponsor. Just look at our impressive list of 2006 supporters:

Airbus
All Friends Pet Care
Alliance Bank
America On-Line
Army National Guard
Cox Communications
Dominion
Dr. Kolman P. Apt
Great Harvest Bread Co.
Herndon Chamber of Commerce
King Wholesale
Main Street Bank
Mercantile Potomac Bank
Montessori Children's House of Loudoun
Observer Newspapers
Our Kids.com
Potomac Press
Sports Talk 980 AM
Stanley Martin
Starbucks Coffee
The Council for the Arts of Herndon
The Hope Center for Advanced Veterinary Medicine
Verizon
Village Center At Dulles
Washington Dulles Marriott Suites
Washington CW
WTNT 570 AM
97.1 Wash FM



Herndon Dulles Chamber of Commerce



Take a moment, read on, and choose
the opportunity that best fits your needs...

We hope to make our 27th year the best celebration yet! There are a variety of opportunities to select from, providing significant benefit to your business or organization. Choose an event or activity that appeals to you, and let's make the Herndon Festival an event we can all be proud of! If you don't see the exact fit you're looking for, call us. We'll work with you to build a package that is dynamic!



Why Should You Become a Sponsor?

The Herndon Festival offers an ideal opportunity for your company to participate in a proven, time-tested event that draws a highly identifiable group of people. While individual sponsorships will allow you to target your audience to an even more specific degree, Herndon Parks & Recreation Department research shows that the event draws primarily men and women 25-50 and their families.

The Herndon Festival is presented by a volunteer committee which assists Parks & Recreation Department staff in the development and implementation of the entire event. Planning and preparation take place over a 9 month period each year. Over 1100 volunteer hours went into the 2006 Festival.

Title Sponsor - \$15,000

Exclusive rights to the highest level of sponsorship. High degree of visibility through printed materials, logo on the Festival website, advertising and on-site banners and signage. Sponsor associated with key Herndon Festival events as determined during negotiations. Company name on t-shirts worn by all Festival volunteers.



Platinum Sponsorships - \$6,000

All sponsorships at this level include all bulleted items and one bolded product:

- Booth in Festival Business Expo on Saturday and Sunday
- Company logo imprinted on t-shirts worn by all Festival volunteers
- Half-page ad (or two quarter-page ads) in the official Herndon Festival brochure
- Inclusion of your logo on the Festival website, Festival brochure, poster and pocket guide



Center Stage Sponsor

High degree of visibility at Center Stage and through printed materials. Logo on Festival banners and trash receptacles.

Center Stage Headline Entertainment

Sponsor name associated with specific performers. High degree of visibility at Center Stage and through printed materials. Logo on Festival banners.

Gold Sponsorships - \$5,000

All sponsorships at this level include all bulleted items and one bolded product:

- Booth at Festival Business Expo on Saturday and Sunday
- Half-page ad (or two quarter page ads) in the official Herndon Festival Brochure
- Your logo on the Festival website, Festival brochure, poster and pocket guide
- Company name imprinted on t-shirts worn by all Festival volunteers



Saturday Fireworks

Banner on-site at the Municipal Center Depot Stage lawn on Saturday and Sunday, introduction of sponsor at beginning and end of fireworks display.



Carnival

Four days of exposure! Name/logo on banner at entrance to carnival, and signs posted inside carnival area. Opportunity for coupon distribution or special offer on tickets or unlimited ride bracelets.

We can customize a Carnival sponsorship for a one or two day special offer promotion. Please inquire.

Business Expo

Two days of direct exposure to Festival attendees with prime booth location in Business Expo which is located in the heart of the Festival. Opportunity for sampling, product or literature distribution, and name/logo on two Expo entrance banners. Other level sponsorships are available.

May 31 - June 3, 2007

Silver Sponsorships - \$3,000

All sponsorships at this level include all bulleted items and one bolded product:

- Half-page ad in the official Herndon Festival Brochure or booth on Saturday or Sunday in the Business Expo
- Your logo on the Festival website, Festival brochure, poster and pocket guide

Souvenir Cups

Official souvenir cups are used exclusively by all food vendors and have become an annual keepsake. Logo featured prominently on each of 15,000, 22-ounce, souvenir cups and recognition in the Festival brochure; quarter-page ad in the official Festival brochure, or booth Saturday or Sunday in Business Expo.

Herndon Festival 16-Ounce Cups

Logo featured prominently on 27,000 high-quality plastic cups used all four days of the Festival. All food vendors and volunteer groups use these cups.

10k/5k Race (2 available)

Logo printed on race t-shirts, race banner, and 10,000 race flyers; opportunity to place printed material or giveaway in runners' packets (approx 800). Booth at race (Sunday) with opportunity for sampling, product or literature distribution, recognition through printed materials.

Other level race sponsorships available (details below).

Shuttle Bus Service (2 available)

Multiple buses follow a designated route throughout Herndon to provide a FREE ride to Festival goers. Sponsors logo included on signage on buses and at all bus stops. Opportunities to distribute promotional materials in the buses.

Depot Stage

High degree of visibility at Depot Stage - the center of family activities at the Festival, including banners and regular stage announcements.

Depot Stage Headline Entertainment

Sponsor name associated with specific performers. High degree of visibility at Depot Stage, the center of family activities at the Festival, including banners and regular stage announcements during selected performance.



"Going to the Herndon Festival is a tradition for our family – there is something for every member of our family."

— M. Rodriguez, Reston, VA

Bronze Sponsorships - \$2,000

All sponsorships at this level include all bulleted items and one bolded product:

- Quarter-page ad in the official Herndon Festival brochure
- Inclusion of your logo on the Festival website, Festival brochure, poster, and pocket guide

Children's Hands On Art Area (4 available)

Unique opportunity for children to participate in a variety of hands-on art activities, or visit a demonstration area for the fine arts. Sponsorship includes opportunity to distribute product samples, coupons, or literature in the Children's Hands On Art area.



10K/5K Breakfast (in-kind donation)

Logo included on 10,000 race flyers, banner at race (Sunday), opportunity to place printed material or giveaway in runner's packets (approx 800).

Café Stage

Stage offers the best in acoustic music in great location in the middle of the food court. Logo included on banner at stage.

Café Food Court

Special area adjacent to the Food Court and Café Stage providing a comfortable place to relax, eat and enjoy the entertainment by featured singers/songwriters. Logo included on one banner at the food court entrance.

Souvenir Bag

3,000 12"x18" heavy-weight, white plastic bags, with a handle featuring a sponsor logo and the Festival logo. The bags are visible through all the different aspects of the Festival.

"Rising Star" Stage Sponsor

Saturday afternoon's up and coming talent on the HMC Stage. Banner or sign with logo at stage.

Depot Food Court

Strategically located between the Depot Stage and the Children's Hands-On Art Area. Logo included on one banner at the entrance of the Depot Food Court.

"I enjoy the Herndon Festival because I can listen to free entertainment and relax in my hometown."

— L. Reynolds, Herndon resident

Copper Sponsorships - \$1,500

All sponsorships at this level include all bulleted items and one bolded product:

- Inclusion of your name on the Festival website and the official Festival brochure
- Name listing in advertising, poster, and pocket guide

K9-2K

A non-competitive owner and pet walk which features a pet expo. Logo on banner, participant premium item, and event flyer. Opportunity to place printed material or giveaway in participant's packets.



10K/5K Race

Booth at event (Sunday) with opportunity for sampling, product or literature distribution. Opportunity to place printed material or giveaway in 800 participant packets.

Festival Souvenir

Logo placed on a customized festival souvenir, which is distributed at the entrance to the Festival. Additional souvenir production fees may apply.

Festival Entrance

There are five main entrances to the Herndon Festival. At one entrance there will be a sign featuring your company logo and the opportunity to have your staff distribute agreed upon promotional materials.

Friends of the Festival

10k/5k - \$750

Carnival Ride Sponsor - \$300

Children's Hands On Art Area Workshop Table - \$300

Individual Performer - varies

General Contribution - varies



"I love the rides, especially the big ones and the yummy food."

— Annika, age 5